ORDER

Orders Order / Rev: 711396 06302447 Alt Order #: ISSUE(OH-16)/3203 Product Desc: WKYC 3203 Estimate: 10/01/12 - 10/07/12 Flight Dates: Primary AE: Dan Foster Original Date / Rev: 09/04/12 / 09/05/12 Sales Office: T-CHI Order Type: Political Sales Region: NAT Adelstein & Assoicates Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 222 W Ontario Ste 600 Billing Cycle: EOM/EOC Chicago, IL 60610 Agency Commission: 15% Advertiser Name: **American Federal State County Munic** Demographic: A35+ New Business Thru: **Product Codes:** IS-Issue/Non Ballot Order Separation: 00:15:00 Priority: P-3 Advertiser External ID: Revenue Codes: AGY, GEN, POL Agency External ID:

Totals

Bill Plan

Start Date	Date End Date # S		Gross Amount	Net Amount		
10/01/12	10/07/12	52	\$85,200.00	\$72,420.00		

Month	# Spots	Gross Amount	Net Amount	Rating		
October 2012	52	\$85,200.00	\$72,420.00	0.00		
Totals	52	\$85,200.00	\$72,420.00	0.00		

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Dan Foster			Start Of Order - End Of Order	100%

Order Share	Share	Total		
WKYC	38%	\$85,200.00		
Market	100%	\$224,210.53		

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	9%	\$20,178.95
WJW	9%	\$20,178.95
WOIO	42%	\$94,168.42
WUAB	2%	\$4,484.21

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spots	Rate Pri	Rtg Type Sp	ots	Amount
E 1 WKYC	10/01/12	10/05/12	M-F 7-9a Today	CM	7a-9a	MTWTF	:30 6	\$2,500.00 P-3	0.00 NM	6	\$15,000.00
			Today Show								
TODAY	SHOW										
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/0	01/12	10/07/12	MTWTF	6	\$2,500.00	0.00					
E 2 WKYC	10/01/12	10/05/12	M-F 9-10a Today	II CM	9a-10a	МГЖГБ	:30 10	\$1,200.00 P-3	0.00 NM	10	\$12,000.00
			Today Show II		(9:00 AM-10	0:00 AM)					
TODAY	SHOW 2										
Star	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10/0	01/12	10/07/12	MTWTF	10	\$1,200.00	0.00					
E 3 WKYC	10/01/12	10/05/12	M-F 3-4p	СМ	3p-4p	МГЖГБ	:30 10	\$800.00 P-3	0.00 NM	10	\$8,000.00
			The Doctors								
DOCTO	RS										

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Totals

52

\$85,200.00

Order / Rev: 711396 Advertiser: American Federal State County Municipa

Alt Order #: 06302447 Product Desc: ISSUE(OH-16)/3203 **WKYC**

Flight Dates: 10/01/12 - 10/07/12 Estimate: 3203

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount E 3 WKYC 10/01/12 10/05/12 M-F 3-4p СМ 3p-4p MTWTF--:30 10 \$800.00 P-3 0.00 NM \$8,000.00 The Doctors **DOCTORS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/01/12 10/07/12 MTWTF--0.00 10 \$800.00 E 4 WKYC 10/01/12 10/05/12 M-F 4-5p MTWTF--:30 10 \$1.000.00 P-3 0.00 NM \$10,000,00 CM 4p-5p Ellen Degeneres **ELLEN** Weekdays Rating Start Date **End Date** Spots/Week Rate Week: 10/01/12 10/07/12 MTWTF--10 \$1,000.00 0.00 E 5 WKYC 10/01/12 10/05/12 MTWTF--M-F 5-6p :30 5 \$2,000.00 P-3 0.00 NM \$10,000.00 CM 5p-6p Dr. Phil DR.PHIL Start Date **End Date** Weekdays Spots/Week Rating Rate 10/07/12 MTWTF--Week: 10/01/12 5 \$2,000.00 0.00 E 6 WKYC 10/05/12 10/05/12 Fri Prime C CM 10-11p ---F--:30 1 \$3,500.00 P-5 0.00 NM \$3,500.00 Fri Prime C **DATELINE** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ---F--1 \$3,500.00 0.00 E 7 WKYC 10/06/12 10/06/12 SAT TDY СМ 7a-9a ---S-:30 2 \$2.500.00 P-3 0.00 NM 2 \$5,000.00 NBC Today Show (Sa) SAT TODAY Rating Start Date **End Date** Spots/Week Weekdays Rate Week: 10/01/12 10/07/12 ---S-2 \$2.500.00 0.00 E 8 WKYC 10/06/12 10/06/12 Notre Dame Football CM Notre Dame Footb - - - - S-:30 4 \$1.000.00 P-3 0.00 NM \$4,000.00 Notre Dame Football MLB BASEBALL Start Date **End Date** Weekdays Spots/Week Rating Rate ----S-Week: 10/01/12 10/07/12 4 \$1,000.00 0.00 1 \$3.000.00 P-3 E 9 WKYC 10/06/12 10/06/12 Saturday Night Live СМ 1130p-107a :30 0.00 NM \$3,000.00 Saturday Night Live (11:30 PM-1:00 XM) Weekdays Spots/Week Rating Start Date **End Date** Rate - - - - S-Week: 10/01/12 10/07/12 \$3,000.00 0.00 E 10 WKYC 10/07/12 10/07/12 Browns Pre-Game Hudd@M 1130a-12p 1 \$1,200.00 P-3 0.00 NM ----S :30 \$1,200.00 Browns Pre-Game Huddle **BROWNS HUDDLE** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----S \$1,200.00 0.00 E 11 WKYC 10/07/12 10/07/12 Football Night in AmericaCM Various ----S :30 1 \$10,000.00 P-3 0.00 NM \$10,000.00 Football Night In America FOOTBALL NIGHT IN AMERICA Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 ----S 1\$10,000.00 0.00 E 12 WKYC 10/07/12 10/07/12 1 \$3,500.00 P-3 Post NFL News CM Various ----S :30 0.00 NM \$3,500.00 LN Sun Follows NFL **NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/01/12 10/07/12 \$3,500.00 0.00